

# Case Study Pyro City Fireworks

## OOH & Mobile

Location-based mobile reinforces an advertiser's OOH message, seamlessly bridging the gap between the physical and virtual world. This amplifies campaign reach and provides additional insights and measurement.

## Objective:

Attract local traffic to the Pyro City Denver location and make Utah customers aware of our 15 locations in the Wasatch Valley.

## Execution Details:

- › Campaign Flight: Mobile & OOH: June 6 - July 3
- › Media buy: Billboards
- › Geofence: 5 mile radius around OOH assets

## Significant Results:

- › SAR was optimized for, with 7.79% of consumers completing a second action, a 160% lift from the mobile alone benchmark.
- › Pyro City Fireworks lift in SAR is attributed to the OOH priming effect on mobile engagement.
- › Increased sales over LY in Denver. Maintained comp sales similar to LY in Utah when competition was down.

